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## Amkette redefines wireless technology with Cruiser Wireless Desktop

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**AMKETTE**

**CRUIZER** Wireless Desktop  
Wireless Keyboard | High Definition Optical Mouse



Advanced Wireless 	Removable silica gel Skin 	Easy Auto Connect 	4 layers of power management 	Space Saving Design 
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Brings first of its kind power management technology in Keyboard-mouse combo

**Key Features:**

- Plug n Play n Forget – Instant Connectivity with computer, no pairing required
- Washable Silica - Gel Skin– Hygienic, soft grip especially made for Indian conditions
- Unique Four layered Power Management – Auto standby mode, doubles battery life
- Compact space saving design - Ultra Slim, compact layout
- Spill Resistant – Keeps the keyboard safe

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five -  = zero

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New Delhi, November 22, 2010 – Amkette today launched the next generation of wireless technology with Amkette Cruiser Desktop. The first of its kind keyboard and mouse combo comes with advanced features such as the unique four layered power management feature and 2.4 GHz advanced wireless with a 10 metre long range. The ambidextrous low profile mouse uses an ultra small Nano receiver for instant connect and comes with unique washable silica-gel cover which enables soft grip and germ free operations in Indian conditions. The leather like finish adds to the premium look of the combo.

The unique four layered power management technology nearly doubles battery life expectancy. The hi-tech keyboard automatically activates sleep mode if there is no activity for 5 seconds and deep sleep mode if there is no activity for 60 seconds, thus saving power and enhancing battery efficiency. The mouse and keyboard also come with a manual on/off switch. In addition to this, the keyboard boasts of a variety of features such as one touch access to multimedia controls, spill resistant sleek design and noiseless keys. The 1000 DPI high precision optical sensor mouse comes with Active Tracking+ technology to add precision to user's work. The cruiser desktop combo connects instantly to the computer thus removing the hassle of pairing with the system and remains connected even in sleep mode.

The Amkette Cruiser Desktop is designed to provide comfort, durability and elegance to the consumers. The combo's unique space saving design, cutting edge quality and instant connectivity feature makes it a must buy for any computer user.

"We at Amkette constantly strive to create superior and best in class products for our consumer's growing computing needs," says Mr. Rajiv Bapna, Director, Amkette. "Based on our extensive market study we found out that battery consumption and installation hassles remain primary concerns of users and reasons for low adoption of wireless technologies. Amkette Cruiser desktop was designed and created keeping in mind this critical consumer feedback and addresses the problem faced by users," he added.

"The Cruiser Desktop is one more example of Amkette's commitment to bringing latest wireless technologies to our consumers," he further added.

The Amkette Cruiser Desktop comes at affordable street price of Rs 1295/- with a 3 year warranty. The exclusive product will be available across India in over 6000 retail outlets from today.

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